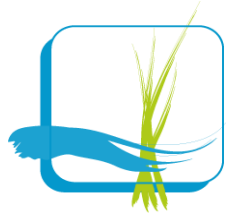


Prepared by:  
Associate Professor Meredith  
Lawley & Ms Lucy Craddock  
University of Sunshine Coast



# New Ideas from Key Regional Decision Makers

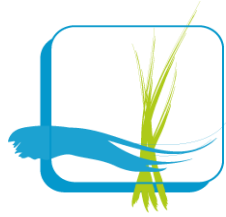


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# Research Brief

- **To identify the big new plans and ideas key decisions makers have that should be driving the Sunshine Coast into the future**
  - **In particular new ideas that will harness the opportunities that the new big regional focus brings**



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# Methodology

- **Three focus group discussions**
  - **Even number of males and females**
  - **Private sector representation**
    - **Business, community and individuals**
    - **Local, national and international work experience**
  - **Length of time on Sunshine Coast varied**
    - **Born here**
    - **Long standing residents**
    - **New arrivals**
- **Five in depth interviews**
  - **Similar as above but**
    - **All male**
    - **Tertiary, government and peak body**



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# Themes to emerge from the research

1. **One region but still many tribes**
2. **The Sunshine Coast as a teenager**
3. **Clean, green and sustainable**
4. **Moving up in the world**
5. **There is no such thing as a big new idea**
6. **All I want for Christmas is...**
7. **The role of the University of the Sunshine Coast**



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# Theme 1

- **One region but still many tribes**
  - ***“amalgamation cannot happen overnight...things are heading in the right direction”***
    - ***but “regions (within the Sunshine Coast) don’t know what they each do best ...need to identify... and focus on it”***
  - ***“the Sunshine Coast now has an identity and can speak with one voice not three”***
    - ***alternatively, no voice as merely “part of greater South East Queensland...”***



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## Theme 2

- **The Sunshine Coast as a teenager**
  - **What do I want to be when I grow up?**
    - **40 years ago**
      - *“a collection of sleepy fishing villages and farms...”*
    - **10 years ago**
      - *“beach bum”; “toddler”; “poor and working class”*
    - **Now**
      - *“at a cross roads”; “plasma TV but couch from Super Amart”*
      - *“just finished school and does not know what to do next”*



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## Theme 3

- **Clean, green and sustainable**
  - One newer resident said ***“we came here for lifestyle and environment but we don’t want anyone else to come here to spoil it”***
  - **Need greater control over destiny**
    - ***“not grow for growths sake...”***
    - **And not to be a dormitory suburb of Brisbane, or in the words of one participant *“Captain Bligh wants us to remain a weekend destination”***



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## Theme 4

- **Moving up in the world**
  - **From fishing villages and farms ...**
    - **Following on from Theme 2**
      - **Future**
        - » ***“suit and tie”*** and hopefully ***“clean, green and sustainable”***
        - » ***“Gordon Ramsey”***
        - » **Depends greatly on the leadership provided by Council and partnerships with businesses and State and Federal Governments**



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## Theme 5

- **There is no such thing as a big new idea**
  - **...or even a little one**
    - **Overriding feeling that we have been asked thoughts before and before and before...**
      - **The Council knows what to do and should “*just do it*”**
      - **Need to make sure that future consultations produce results**
        - » **Not meeting for the sake of meeting**
      - **“*make informed decisions*”**

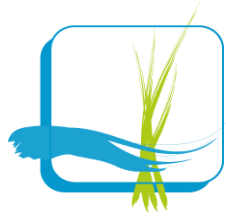


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## Theme 6

- **All I want for Christmas is...**
  - **The wish list**
    - **Better transportation**
      - Internal as well as external so that not merely easier to get to that weekend destination
    - **Better infrastructure**
      - Need to take proper account of permanent resident and 'permanent' tourist populations
    - **Proper strategic planning**
      - Town centre
      - Arts centre
      - Community involvement = listening not just appearance of so doing

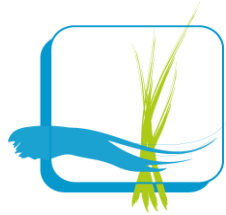


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## Theme 7

- **The role of USC**
  - **Unifying point for the new region**
    - **Should the new arts centre be located at USC?**
  - **Coordinate research**
  - **Independent and rigorous advice to government and council**
  - **Educate the region for the future**
  - **Think tank**
    - **Strategic thinking for the future starts here**



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Good with people. Good with money.



# Problems and Solutions

Issue	Possible solution(s)
Leadership	<ul style="list-style-type: none"><li>• proper understanding by councilors of their role</li><li>• potent members of State and Federal parliaments</li><li>• innovation task force</li><li>• create and commit to one urban footprint</li><li>• strategic planning<ul style="list-style-type: none"><li>– who are we?</li><li>– where do we want to go?</li></ul></li><li>• independent research body / think tank</li><li>• shift share analysis</li></ul>
Transportation Infrastructure	<ul style="list-style-type: none"><li>• take account of permanent tourist numbers to ensure facilities meet needs</li></ul>



# Problems and Solutions

Issue	Possible solution(s)
Economic	<ul style="list-style-type: none"><li>• Council to establish specific portfolio for economic development</li><li>• encourage more clean, green industries</li><li>• encourage business relocation from Brisbane</li><li>• provide seed money for initiatives</li><li>• create hub for international (clean/green) sporting events</li><li>• work integrated learning/education</li></ul>
Lack of cohesion	<ul style="list-style-type: none"><li>• reduce fragmentation and replication, only one – show day, town centre, arts/convention centre</li><li>• Sunshine Coast <b>City</b> Council</li></ul>



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# Limitations

- **Research was qualitative only**
- **Research was exploratory only**
  - Purpose was to ask questions, not to provide answers
- **Limited number of participants**
  - Small sample of responses



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# The Future



**Which way to the Sunshine Coast (City)  
Council?**